Claim 1 - line 35, delete "for allowing" and insert—operable to allow-

Claim 1 - line 39, before the phrase delete "for allowing" and insert--operable to allow--

Allowable Subject Matter

The following is an examiner's statement of reasons for allowance:

Claims 98-115 are allowable.

The following is an Examiner's statement of the reasons for allowance for independent claim 98.

The present invention is directed a system for creating web pages from remote team members, the web pages including URLs specifying the location of a plurality of resources. Said system being activated by a tag embedded in an html document that when activated automatically causes the web pages to be generated based on a managed UPN/URL link structure, inter alia, "a UPN/URL database server, in communication with said first Internet-enabled information server, for storing and managing a UPN/URL link structure for each consumer product registered with said Web-based consumer product marketing communication network,

a set of URLs specifying the location of a plurality of CPI resources located on the WWW, for programming said plurality of independently programmable display modes of said MMVK created and deployed for the consumer product identified by said UPN;

Response to Amendment

The examiner is in receipt of applicant's response to office action mailed 12/27/2007, which was received 6/29/2007. Acknowledgement is made to the cancellation of claims 1-97 and the addition of claims 98-115. As a matter of record the amended title is entered. The examiner has carefully considered applicant's remarks and amendment and finds them to be persuasive. Therefore the following reasons for allowance are presented.

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Mr. Perkowski on 9/12/2007.

Claim 98 - line 33, after the phrase delete "for programming" and insert—operable to program—